

Task Force +lealth Care



"Healthcare in Brazil: Trends & Challenges

Sjoerd de Blok Nyenrode Healthcare 14 juni 2016

NYENRODE. A REWARD FOR LIFE

# The Netherlands in good health...





#### **NYENRODE CAMPUS**



#### NYENRODE BUSINESS UNIVERSITEIT







# Changes healthcare ('50- '10)

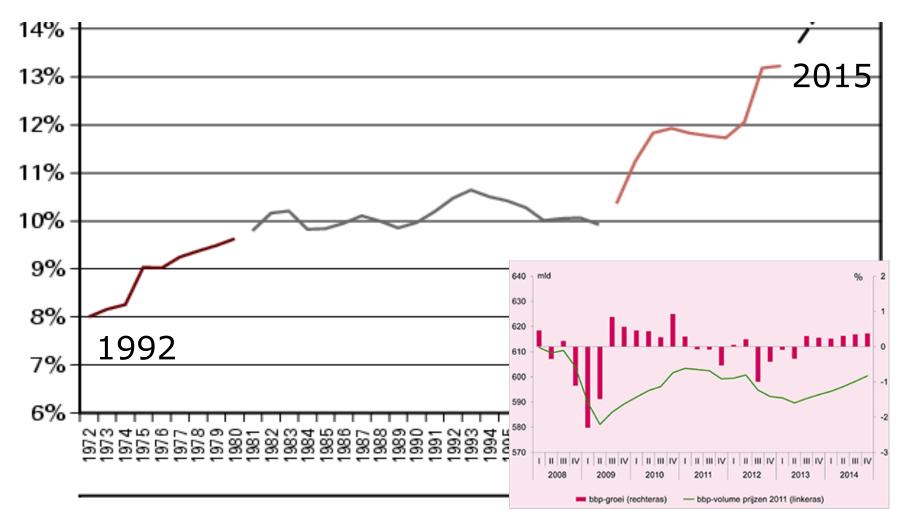
- Explosion of diagnostic and therapeutic options
- Collectivity: availability, accessability and affordability
- Medical doctors change from individuals in clinical leaders (clinical leadership)

#### Dutch Healthcare based on SOLIDARITY





## Healthcare costs % / GDP 2015



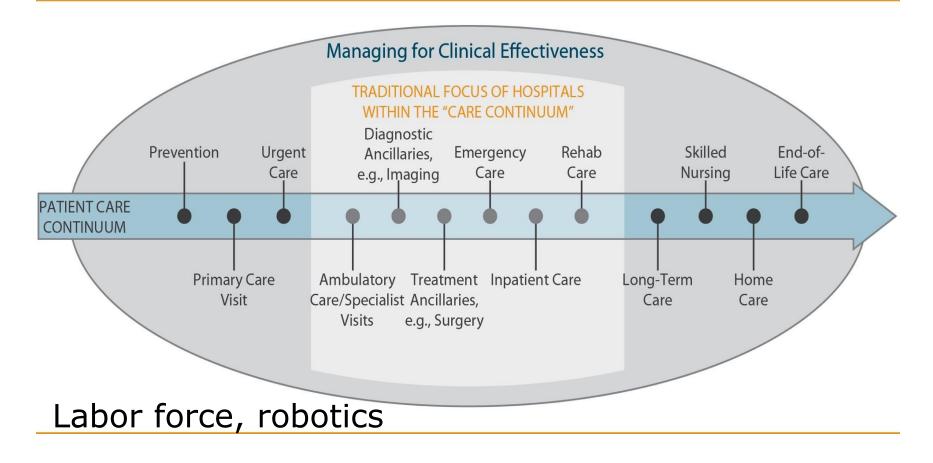
Slide 5



# Society / Citizen /Patient /Client



#### **3IT 5:** Healthcare Continuum





## **INNOVATION HEALTHCARE**



- Reduction of hospital care
- Technology assists GP
- Preventive medicine
- Empowerment of citizens / social contexts
- "blue ocean" new product/market combinations
- Value based healthcare innovation





#### System Coherence











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#### VALUE BASED HEALTHCARE CLINICAL LEADERSHIP







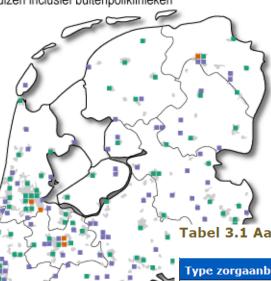
#### **DUTCH HOSPITALS**

#### Locaties ziekenhuizen juli 2014 academische en algemene ziekenhuizen inclusief buitenpoliklinieken

#### Soort

- academisch ziekenhuis
- algemeen ziekenhuis
- buitenpolikliniek

provncies



#### 1,2 million people in NL employed in healthcare

#### Tabel 3.1 Aantal zorgaanbieders 2009-2013<sup>11</sup>

	Type zorgaanbieder	2009	2010	2011	2012	2013
	Algemene ziekenhuizen	85	84	84	82	82
)	Categorale ziekenhuizen	2	2	2	2	2
	Academische ziekenhuizen	8	8	8	8	8
	Totaal aantal ziekenhuizen	95	94	94	92	92
	Categorale instellingen	68	68	65	65	65
	ZBC's actief in A- en/of B-segment	220	241	258*	288	268**

\*Het aantal ZBC's vóór 2011 wijkt af van het aantal in paragraaf 4.2 doordat paragraaf 4.2 alleen gebaseerd is op de contractprijzen die in 2011 zijn aangeleverd door verzekeraars. \*\*stand oktober 2013

Bron: NZa





## **QUALITTY OF HEALTHCARE – THE NETHERLANDS**

- Accreditation counsel
- Protocols and guidelines
- NIAS accreditation; NEN 7510
- CANMEDS medical professionals
- Empowerment of citizens / social contexts
- "blue ocean" new product/market combinations
- Value based healthcare innovation
- Evidence based medicine





#### **BUSINESS DEVELOPMENT PROGRESSION**

#### 1980

- Classic Business knowledge
- Shareholder Value Creation

#### - Profit

- Inside out
- Reduction complexity

#### 2010

- Integrated Business knowlegde
- Connected Value Co-Creation with stakeholders
- -People, Profit, Prosperity, Pneuma, Passion
- -Networks
- -Complex social challanges "wicked problems"





# Improvement / position Nyenrode

- Cost reduction (centre of finance)
- LEAN transformation of processes (lean centre)
- New business (centre of entrepreneurship)
- Concentration high technological cure
- Focus clinics (lean centre)
- Network strategy (strategy centre)
- Influx private investments financial risk management (centre of finance)
- Education clinical leaders (leadership development)



## **POSITION NYENRODE**



# Education as source of inspiration for the development of healthcare 2020/2030

Disclosure of business knowledge for the public domain

Working place / design studio's



## EDUCATION



## Clinical leadership Value Based Healthcare

#### **Healthcare economics**

Strategy for healthcare delivery

Value based healthcare - Mission / vision - Financial systems / financial partnership - Insurance systems -

- Efficacy and efficiency

**Business Innovation Global Healthcare**Organizational development / change management

- Strategic partnership
- -Entrepreneurship Business strategy

**Leadership managing Healthcare delivery** Clinical leadership - Teamworks / alignment of chains - Business ethics - Value based healthcare - Cultural deversity